

### IN THE CLAIMS

Please amend the claims as follows. Added text is underlined and deleted text is either struck through or shown in double enclosing brackets. Applicant avers that no new matter has been added.

1. (Currently Amended) A computer-implemented system comprising:  
a processor coupled to a memory through a bus; and  
an auction price-setting process executed from the memory by the processor to  
determine that a high proxy bid submitted by a buyer for an item is less than a reserve price  
set by a seller for the item, and[[,]]  
~~in response, cause the processor to automatically publish, based on the determining, to at~~  
~~least the buyer or the seller, at least one of a proxy bid information, the proxy bid~~  
information including the high proxy bid, and the reserve price; and the proxy bid  
information ~~and the reserve price~~ being associated with a listing for the item during an  
auction price-setting process.
2. (Previously Presented) The computer-implemented system of claim 1, wherein the auction  
price-setting process further causes the processor to automatically retract publication of  
the proxy bid information upon the high proxy bid exceeding the reserve price.
3. (Withdrawn) The computer-implemented system of claim 1, wherein the auction price-setting  
process further causes the processor to request an adjustment of a fixed price offer  
associated with a listing for an item utilizing the auction price-setting process, the request  
to be sent to a seller of the listing.
4. (Withdrawn) The computer-implemented system of claim 1, wherein the publication is  
performed during the auction price-setting process.

5. (Withdrawn) The computer-implemented system of claim 1, wherein the publication is performed after the auction price-setting process.
6. (Withdrawn) The computer-implemented system of claim 1, wherein the auction price-setting process further causes the processor to determine that the reserve price is published and, automatically notify a buyer that the reserve price is published.
7. (Withdrawn) The computer-implemented system of claim 1, wherein the publication includes publishing for view by a specific bidder only.
8. (Currently Amended) A computer-implemented system comprising:  
a processor coupled to a memory through a bus; and  
an auction price-setting process executed from the memory by the processor to  
determine that a high proxy bid submitted by a buyer for an item is less than a reserve price set by a seller for the item, and[[,]]  
~~in response, cause the processor to based on the determining, exchange between the buyer and the seller at least one of a proxy bid information, the proxy bid information including the high proxy bid, of the buyer and a reserve price information of the seller, and the at least one of the proxy bid information and the reserve price information being associated with a listing for the item utilizing the auction price-setting process.~~
9. (Withdrawn) The computer-implemented system of claim 8, wherein the at least one of the proxy bid information and the reserve price information are automatically exchanged upon conclusion of the auction price-setting process.
10. (Withdrawn) The computer-implemented system of claim 8, wherein the at least one of the proxy bid information and the reserve price information are automatically exchanged during the auction price-setting process.

11. (Withdrawn) The computer-implemented system of claim 8, wherein the auction price-setting process further causes the processor to automatically invite at least one of the seller and the buyer to exchange the at least one of the proxy bid and the reserve price information.
12. (Withdrawn) The computer-implemented system of claim 11, wherein it is determined that a proxy bid associated with the seller and the reserve price are within a predetermined proximity of each other and, in response, at least one of the buyer and the seller is automatically invited to exchange the at least one of the proxy bid and the reserve price information.
13. (Withdrawn) The computer-implemented system of claim 12, wherein the predetermined proximity is within twenty percent of each other.
14. (Withdrawn) The computer-implemented system of claim 8, wherein the exchange of information is a secured exchange of information.
15. (Withdrawn) The computer-implemented system of claim 11, wherein the invitation is indicated in the listing.
16. (Withdrawn) The computer-implemented system of claim 11, wherein the invitation is indicated in the listing before the auction price-setting process.
17. (Withdrawn) The computer-implemented system of claim 11, wherein the invitation is indicated in the listing after the auction price-setting process.
18. (Withdrawn) The computer-implemented system of claim 8, wherein the exchange is performed by automatically publishing at least one of the at least one of the proxy bid information and the reserve price information.

19. (Withdrawn) The computer-implemented system of claim 8, wherein the auction price-setting process further causes the processor to make a request for an adjustment of a fixed price offer associated with a listing for an item utilizing the auction price-setting process, the request to be sent to a seller of the listing.
20. (Withdrawn) The computer-implemented system of claim 8, wherein the auction price-setting process further determines that the reserve price has been published and, in response, causes the processor to notify automatically the buyer that the reserve price has been published.
21. – 25. (Canceled)
26. (Currently Amended) A computer-implemented system comprising:  
a means for  
determining that a high proxy bid submitted by a buyer for an item is less than a reserve price set by a seller for the item, and[[,]]  
~~in response to the determining, automatically publishing, based on the determining, to at least the buyer or the seller, at least one of a proxy bid information, the proxy bid information~~  
including the high proxy bid, and the reserve price, and the proxy bid information ~~and the reserve price~~ being associated with a listing for the item in an auction price-setting process; and  
a storage means for storing the proxy bid information and the reserve price.
27. (Previously Presented) The computer-implemented system of claim 26, further comprising:  
a means for automatically retracting publication of the at least one of the proxy bid information upon the high proxy bid exceeding the reserve price, the means for retracting coupled to the storage means.

28. (Withdrawn) The computer-implemented system of claim 26, further comprising:  
a means for making a request for an adjustment of a fixed price offer associated with a listing for an item utilizing the auction price-setting process, the request to be sent to a seller of the listing, the means for making the request coupled to the storage means.

29. (Currently Amended) A computer-implemented system comprising:  
a means for exchanging, between a buyer and a seller, of proxy information submitted by the buyer for an item ~~and reserve price information set by the seller for the item~~, the proxy information ~~and the reserve price information~~ being associated with a listing of the item utilizing an auction price-setting process;  
a means for publishing, to ~~at least the buyer or the seller~~, ~~one of the proxy bid information, the proxy bid information~~ including a high proxy bid, ~~and the reserve price information~~; and  
a storage means for storing the proxy information.

30. (Withdrawn) The computer-implemented system of claim 29, wherein the proxy information and the reserve price information are automatically exchanged upon conclusion of the auction price-setting process.

31. (Withdrawn) The computer-implemented system of claim 29, wherein the proxy information and the reserve price information are automatically exchanged during the auction price-setting process.

32. – 33. (Canceled)

34. (Currently Amended) A computer-readable storage medium comprising instructions, which when executed by one or more processors, perform a method, comprising:  
determining that a high proxy bid submitted by a buyer for an item is less than a reserve price set by a seller for the item, and[[,]]  
in response to the determining, automatically publishing[[,]] to ~~at least the buyer or the seller at least one of~~ a proxy bid information and the reserve price, the proxy bid information including the high proxy bid, and the proxy bid information and the reserve price being associated with a listing for the item during an auction price-setting process.
35. (Previously Presented) The computer-readable storage medium of claim 34, further comprising instructions, which when executed by one or more processors, perform an operation comprising automatically retracting publication of the proxy bid information upon the high proxy bid exceeding the reserve price.
36. (Withdrawn) The machine-readable medium of claim 34, further comprising instructions, which when executed by one or more processors, perform the following operation:  
making a request for an adjustment of a fixed price offer associated with a listing for an item utilizing the auction price-setting process, the request to be sent to a seller of the listing.
37. (Withdrawn) The computer-readable medium of claim 34, wherein the publication is performed during the auction price-setting process.
38. (Withdrawn) The computer-readable medium of claim 34, wherein the publication is performed after the auction price-setting process.
39. (Withdrawn) The computer-readable medium of claim 34, further comprising instructions, which when executed by one or more processors, perform the following operation:  
determining that the reserve price is published and, in response to the determining, automatically notifying a buyer that the reserve price is published.

40. (Withdrawn) The computer-readable medium of claim 34, wherein the publishing includes publishing for view by a specific bidder only.
41. (Currently Amended) A computer-readable storage medium comprising instructions, which when executed by one or more processors, perform a method comprising:  
exchanging, between a buyer and a seller, proxy information related to an item being bid upon by the buyer and ~~reserve price information related to the item as set by the seller~~, the proxy information ~~and the reserve price information~~ being associated with a listing of the item utilizing an auction price-setting process.
42. (Withdrawn) The computer-readable medium of claim 41, wherein the proxy information and the reserve price information are automatically exchanged upon conclusion of the auction price-setting process.
43. (Withdrawn) The computer-readable medium of claim 41, wherein the proxy information and the reserve price information are automatically exchanged during the auction price-setting process.
44. (Withdrawn) The computer-readable medium of claim 41, further comprising instructions, which when executed by one or more processors, perform the following operation:  
automatically inviting at least one of the seller and the buyer to exchange the proxy and the reserve price information.
45. (Withdrawn) The computer-readable medium of claim 44, wherein it is determined that a proxy bid associated with the seller and the reserve price are within a predetermined proximity of each other and, in response, at least one of the buyer and the seller is automatically invited to exchange the proxy and the reserve price information.
46. (Withdrawn) The computer-readable medium of claim 45, wherein the predetermined proximity is within twenty percent of each other.

47. (Withdrawn) The computer-readable medium of claim 41, wherein the exchange of information is a secured exchange of information.
48. (Withdrawn) The computer-readable medium of claim 44, wherein the invitation is indicated in the listing.
49. (Withdrawn) The computer-readable medium of claim 44, wherein the invitation is indicated in the listing before the auction price-setting process.
50. (Withdrawn) The computer-readable medium of claim 44, wherein the invitation is indicated in the listing after the auction price-setting process.
51. (Withdrawn) The computer-readable medium of claim 41, wherein the exchange is performed by automatically publishing at least one of the proxy information and the reserve price information.
52. (Withdrawn) The computer-readable medium of claim 41, further comprising instructions, which when executed by one or more processors, perform the following operation: making a request for an adjustment of a fixed price offer associated with a listing for an item utilizing the auction price-setting process, the request to be sent to a seller of the listing.
53. (Withdrawn) The computer-readable medium of claim 41, further comprising instructions, which when executed by one or more processors, perform the following operation: determining that the reserve price has been published and, in response to the determining, notifying automatically the buyer that the reserve price has been published.
- 54.-58. (Canceled)



59. (Currently Amended) A computer-implemented method comprising:  
determining that a high proxy bid submitted by a seller for an item is less than a reserve price set by a seller for the item, and[[,]]  
in response to the determining, automatically publishing[[,]] to ~~at least the buyer or the seller[[,]]~~  
~~at least one of a proxy bid information, the proxy bid information~~ including the high  
proxy bid, ~~and the reserve price, and~~ the proxy bid information and the reserve price  
being associated with a listing for the item in an auction price-setting process.
60. (Previously Presented) The computer-implemented method of claim 59, further comprising:  
automatically retracting publication of the proxy bid information upon the high proxy bid  
exceeding the reserve price.
61. (Withdrawn) The computer-implemented method of claim 59, further comprising:  
making a request for an adjustment of a fixed price offer associated with a listing for an item  
utilizing the auction price-setting process, the request to be sent to a seller of the listing.
62. (Withdrawn) The computer-implemented method of claim 59, wherein the publication is  
performed during the auction price-setting process.
63. (Withdrawn) The computer-implemented method of claim 59, wherein the publication is  
performed after the auction price-setting process.
64. (Withdrawn) The computer-implemented method of claim 59, further comprising:  
determining that the reserve price is published and, in response to the determining, automatically  
notifying a buyer that the reserve price is published.
65. (Withdrawn) The computer-implemented method of claim 59, wherein the publishing  
includes publishing for view by a specific buyer only.

66. (Currently Amended) A computer-implemented method comprising:  
exchanging, between a buyer and a seller, proxy information submitted by the buyer for an item  
~~and reserve price information set by a seller for the item~~, the proxy information ~~and the~~  
~~reserve price information~~ being associated with a listing for the item utilizing an auction  
price-setting process.
67. (Withdrawn) The computer-implemented method of claim 66, wherein the proxy  
information and the reserve price information are automatically exchanged upon  
conclusion of the auction price-setting process.
68. (Withdrawn) The computer-implemented method of claim 66, wherein the proxy  
information and the reserve price information are automatically exchanged during the  
auction price-setting process.
69. (Withdrawn) The computer-implemented method of claim 66, further comprising:  
automatically inviting at least one of the seller and the buyer to exchange the proxy and  
the reserve price information.
70. (Withdrawn) The computer-implemented method of claim 69, wherein it is determined that a  
proxy bid associated with the seller and the reserve price are within a predetermined  
proximity of each other and, in response, at least one of the buyer and the seller is  
automatically invited to exchange the proxy and the reserve price information.
71. (Withdrawn) The computer-implemented method of claim 70, wherein the predetermined  
proximity is within twenty percent of each other.
72. (Withdrawn) The computer-implemented method of claim 66, wherein the exchange of  
information is a secured exchange of information.

73. (Withdrawn) The computer-implemented method of claim 69, wherein the invitation is indicated in the listing.
74. (Withdrawn) The computer-implemented method of claim 69, wherein the invitation is indicated in the listing before the auction price-setting process.
75. (Withdrawn) The computer-implemented method of claim 69, wherein the invitation is indicated in the listing after the auction price-setting process.
76. (Withdrawn) The computer-implemented method of claim 66, wherein the exchange is performed by automatically publishing at least one of the proxy information and the reserve price information.
77. (Withdrawn) The computer-implemented method of claim 66, further comprising: making a request for an adjustment of a fixed price offer associated with a listing for an item utilizing the auction price-setting process, the request to be sent to a seller of the listing.
78. (Withdrawn) The computer-implemented method of claim 66, further comprising: determining that the reserve price has been published and, in response to the determining, notifying automatically the buyer that the reserve price has been published.
79. – 83. (Canceled)